

I. COURSE DESCRIPTION:

This course is designed to provide students with an understanding of spa business entrepreneurship and to provide an opportunity to develop personal ownership skills and an effective business plan. In the process, students will gain an understanding of the social, cultural and economic relationships between the esthetic industry and markets, local to global.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Describe the characteristics of successful entrepreneurs

Potential Elements of the Performance:

- Identify personal qualities of entrepreneurs
- Discuss basic business principles that are needed to be successful
- Discuss managing day to day operations of a salon or spa

2. Describe the different types of business ownership

Potential Elements of the Performance:

- Name and describe the different types of ownership options
- Identify the different type of ownership options, ranging from local spa to international franchise.
- Describe the advantages and disadvantages of each

3. Describe the components of an effective business plan.

Potential Elements of the Performance:

- Discuss the importance of a business plan and why it is needed
- Discuss the most important social, cultural and economic factors to consider when opening a salon
- Discuss and identify business goals
- Discuss ownership options
- Discuss operation and management plans
- Discuss design and development plans
- Discuss marketing strategies including the use of technology.
- Discuss sources of financing

4. Identify appropriate marketing activities.

Potential Elements of the Performance:

- Describe the importance of marketing including the use of social media
- Discuss different types of marketing.
- Describe the importance of branding and customer perception

5. Prepare simple financial statements and understand the importance of managing cash flow.

Potential Elements of the Performance:

- Explain why it is necessary to keep accurate business records
- Explain the difference between fixed cost, variable costs, revenue and profit.
- Discuss the opportunities and challenges of the first 5 years.

6. Hire and manage employees according to relevant human resource legislation.

Potential Elements of the Performance:

- Discuss factors to consider in hiring an employee
- Discuss characteristics needed to become a quality manager
- Discuss ways to encourage good employee relations

III. TOPICS:

1. Going into business for yourself
 - salon and spa types and their location
 - ownership options
 - booth rentals
 - leases
 - protecting your business against fire, theft, and lawsuits
 - Regulations, business laws, and insurance
 - personal financing
 - business plan
 - business operation
 - planning the physical layout

2. The importance of keeping good records
 - Daily, weekly and monthly records
 - Client service records
 - Inventory controlMarketing
 - Promotion
 - Advertising
3. Building a clientele
 - Ethics
 - presenting your products and services
 - retail displays
4. Operating a successful business
 - Hiring
 - Compensation
 - managing the front desk
 - scheduling appointments
 - telephone skills
 - understanding client needs
 - brochure or menu of services
5. Marketing
6. Public Relations

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Salon Fundamentals Esthetics Text Book, Note Book and class handouts

V. EVALUATION PROCESS/GRADING SYSTEM:

Business Plan Assignment	50%
Tests	25%
Independent Work Book	25%

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Regular class attendance is important and expected.

An 80% attendance is required in order to successfully complete this course.

Any student not having an 80% attendance will receive an F grade regardless of test scores.

A penalty of 1% per class will be deducted from your final grade for any classes missed.

Students absent from class for any reason are still responsible for all work missed.

Missed Tests:

Any student who misses the theory tests will receive a zero.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.

1. Course Outline Amendments:

The faculty member reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

2. Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Key Dates Calendar for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio. Student Services, located in E1101, can provide information regarding the Prior Learning Assessment and Recognition policy or it can be viewed on the student portal.

Substitute course information is available in the Registrar's office.

4. Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

5. Communication:

The College considers ***Desire2Learn (D2L)*** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Accessibility Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with the Accessibility Services office. Visit Room E1101, call Ext. 2703 or email studentsupport@saultcollege.ca so that support services can be arranged for you.

7. Audio and Video Recording Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. Students with disabilities who require audio or visual recording devices in the classroom as an accommodation will receive approval from their counsellor once the Audio and Video Recording Devices in the Classroom Policy has been reviewed by the student. Recorded classroom instruction will be used only for individual academic use and will not be used for any other purpose. Recordings may only be used for individual study of materials presented during class and may not be published or distributed. Intentional misuse of audio and video recordings or intentional misrepresentation when requesting the use of a device for recording shall constitute a violation of this policy and laws protecting intellectual property.

8. Academic Dishonesty:

Students should refer to the definition of “academic dishonesty” in the *Student Code of Conduct*. Students who engage in academic dishonesty will be issued a sanction under the Student Code of Conduct which could lead to and include expulsion from the course/program. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, students must use a documentation format for referencing source material.

9. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of November (fall semester courses), first week of March (winter semester courses) or first week of June (summer semester courses) will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.